

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268

DSCF STANDARD MAIL LOAD LEVELING

Docket No. N2014-1

**RESPONSE OF THE UNITED STATES POSTAL SERVICE
TO PUBLIC REPRESENTATIVE INTERROGATORY
REDIRECTED FROM WITNESS MALONE
(PR/USPS-T1-20(B))
(January 23, 2014)**

The United States Postal Service hereby provides an institutional response to the above-identified interrogatory of the Public Representative, filed on January 15, 2014. The interrogatory was redirected from witness Malone to the Postal Service for response. The interrogatory is stated verbatim and followed by the response.

UNITED STATES POSTAL SERVICE

By its attorneys:

Anthony F. Alverno
Chief Counsel Global Business &
Service Development

Kyle R. Coppin

475 L'Enfant Plaza, S.W.
Washington, D.C. 20260
(202) 268-2368; Fax -5402
January 23, 2014

**RESPONSE OF THE UNITED STATES POSTAL SERVICE
TO PUBLIC REPRESENTATIVE INTERROGATORY
REDIRECTED FROM WITNESS MALONE**

PR/USPS-T1-20

On pages 18 through 20 of your testimony, you describe the Postal Service's planned communication efforts concerning implementation of the Load Leveling Plan.

* * * * *

b. What specific outreach and/or communication efforts will be made to reach smaller and/or local Standard Mailers (e.g., those mailing fewer than 100,000 DSCF Standard Mail pieces/year) before the Load Leveling Plan is implemented nationwide?

RESPONSE

(b) The Postal Service has previously used the following methods to communicate changes of this nature to interested mailers. Many of these same tools may be used to reach out to mailers affected by the DSCF load leveling program.

- Federal Register Notice (FRN)
- Media statement via USPS Corporate Communications
- National Postal Forum (NPF)
- Education Materials posted via the Rapid Information Bulletin Board System (RIBBS) website and updated/revised as appropriate:
ribbs.usps.gov
- Possibly Postal Customer Council (PCC) Workshop based on PMG Webinar currently posted on RIBBS
- Domestic Mail Manual (DMM) Advisory email blasts
- PCC Insider and PCC email blast vehicles
- PostalOne! Help Desk Distribution List
- Industry Alerts email blasts
- Direct outreach to small mailers
- Business Mail Entry Unit (BMEU) counter-level handouts and posters
- Letters to permit holder letters via partnership with Memphis National Customer Support Center
- BMEU Ambassador program